

Imc plan



**ASSIGN
BUSTER**

Integrated Marketing Communications Plan Group Assignment Length: 20 PAGE MAXIMUM (appendices should not be used [with the exception of attaching a copy of your already submitted creative brief], 1.5 spacing 12-point serif typeface is requested for the body of the work, with table, figures, etc at the discretion of students). 30% 20 March 2012 To assist students to prepare a practical integrated marketing communication plan for a brand through the application of material presented in the course. Value:

Submission Date: Purpose:

Student must work in teams. Each member will receive the same mark for the assignment. Students will continue to work with the group that was formed for the work of the creative brief. TASK Prepare a practical, integrated marketing communication plan for a branded good or service. This plan is to be submitted in written form and also uploaded through the RMIT course website. The plan should be formulated in the context of the Integrated Marketing Communications Process. It should be completed as follows:

STAGE 1 Stage 1 of the IMC plan details the research and analysis undertaken in preparing your group's creative brief. 1. Situation Analysis Perform a thorough analysis of the situation confronting the brand, internally and externally. The purpose of this is for the learner to get clarity around the marketing problem or opportunity to be addressed by the advertising and promotional plan. 1.1 Internal Analysis ? Resource capabilities (relating predominantly company and master brand). 1.2 External Analysis Environmental factors (relating predominantly to the brand item) 1.3 SWOT - Strengths, Weaknesses, Opportunities & Threats 2. Identification of

Marketing Problem or Opportunity ? Overview of the problem your Campaign will solve and/or opportunity it will address. 3. Marketing Objectives ? Sales, market share, profit etc (need to be measurable, achievable/realistic and over a specific timeframe) 4. Positioning ? Consider Category Partitioning Diagram and Ries & Trout (Positioning a Battle for your Mind). 5. Communication Objectives ? ? ? ?

Category Need Brand Awareness Brand Attitude/Preference Brand Purchase/Action Intention 6. Campaign Budget 7. Campaign Target Audience ? ? ? Brand Loyalty Creative Targets (Initiator, Influencer, Decider, Purchaser & User) Behavioural Sequence Model [What (decision stages), Who (roles), Where (location), When (timing) and How (decision process)] 8. Creative Brief (already submitted) STAGE 2 Integrated Marketing Communications Program For the IMC plan, it is essential that the work you submit demonstrates adherence to the creative brief already submitted.

You will be assessed on how this strategy is executed across media choices and planning, how the plan is to be monitored and evaluated and how well the central concept to your IMC strategy adheres to the key positioning of your brand, including target audience(s) selected and justified. While these specific elements will be considered, it is important to note that your work, being a practical plan (and brief) will need to be fully integrated and not simply be a series of sections that do not demonstrate synergy, fluency and structure.

Provide samples of advertisements, storyboards, schedules, “ rough’s” press releases, sales force structures, etc and specify other methods to be used.

Your plan must be realistic, well thought out and demonstrates suitable creativity to achieve the objectives specified. A copy of the creative brief done earlier in the course is to be attached as an appendix of the completed IMC report. 9. Creative Strategy I am looking for imaginative creative strategies that include depth of analysis, development and insight.

Elements to consider (not exhaustive) include: Key Benefit Claim, Creative Idea [needs to thoroughly developed and demonstrated by Medium], Brand Awareness & Brand Attitude/Preference Tactics and Celebrity Presenter. 10. Media Strategy Your selection of primary medium and secondary media need to be strategically aligned to the BSM (Behavioural Sequence Model) and communication objectives. They should not be selected in isolation! You need to prepare a clear and detailed media plan that explains your media choices, including timings, costs and integration. 11. Other IMC Activities

It is important to understand that there are a range of techniques aside from advertising that allow a brand to communicate with its target audience(s). You need to thoroughly develop and integrate your selected activities. Some possible techniques include (this is not a finite list): Public relations (PR) Sponsorship, Event marketing, Publicity, Direct response advertising, Loyalty program, Sales Promotion, Ipad App, QR Codes, Viral Marketing, experiential Marketing etc. 11. 0 Evaluation and Control Briefly outline the evaluation techniques that will be used and comment on possible corrective action that may be needed during the program.

FINAL REPORT TO BE SUBMITTED TO SIM FOR ASSESSMENT AT A DATE ON 20 MARCH 2012 AND GIVEN TO YOU BY THE COORDINATOR IN CLASS.

PLEASE NOTE – EXTENSIONS WITHOUT PENALTY WILL NOT BE GRANTED UNDER ANY CIRCUMSTANCES FOR THIS ASSIGNMENT. Presentation and Submission The completed submission (embodying all work in Stage 1 & 2) is to be submitted as a typed, bound, A4 business report by the specified date. ? ? At least all items/headings/sections above; Creative recommendations – for example – in the form of (where applicable) TV storyboard; radio script, print or billboard layout; POS material in the form of a handdrawn ‘ rough’ or ‘ scamp’.

In the case of a direct mail piece or press release at least the outline of the copy must also be written. All creative recommendations must be submitted in A4 and bound into the main document. ? The cover sheet must have the name of the course – MKTG1266 Marketing Communications and the name of your lecturer. It is also advised that since this is a marketing communication business report, presentation of the highest standard is expected. Marks will be deducted for poorly presented work.